

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BMK3814 – SALES MANAGEMENT
Distance Education

2 JUNE 2017
9.00 a.m - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (*including* the cover page) with 5 Questions only.
2. Answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS**QUESTION ONE**

- (a) There are four common methods that can be used by the sales organisation to structure the sales efforts. Discuss each of these methods. (10 marks)
- (b) Explain any two advantages and any two disadvantages for each of these methods. (10 marks)

QUESTION TWO

- (a) Discuss the differences among perceived role accuracy, role conflict, and role ambiguity in sales. (10 marks)
- (b) Explain the relationships among sales expectations, valences for performance, instrumentalities, and valences for rewards. (10 marks)

QUESTION THREE

- (a) Explain the attractiveness of sales career. (10 marks)
- (b) Discuss the challenges faced by women when they involved in a sales career. (10 marks)

QUESTION FOUR

Assuming that your organisation is about to hire its first sales people and you are involved in the recruitment selection process. Explain the activities involved in the process of recruiting and selecting the salespeople. (20 marks)

QUESTION FIVE

Describe the five questions which need to be addressed in order to develop an effective sales compensation plan, if you were a sale manager of an automobile company. (20 marks)

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